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fortunate, as, for example, Chapter 9, Chapter 10, and Chapter 11 in Part Two, each of which has a title "Workmen's Compensation Legislation in the United States and Territories."

In some cases the tables supplied are not legible and in a few cases there seems to have been careless proof reading. This, however, is a question of printing, rather than of the material, a minor defect which in no sense seriously weakens the general excellence of the book. The material, as a whole, is a very valuable addition to the sparse literature on insurance, and Mr. Blanchard is to be commended for making accessible in this field of insurance such an excellent, concise discussion of the subject.

W. F. GEPHART.

Washington University.

MERCHANDISING: WHOLESALE AND RETAIL

HOTCHKIN, W. R. *Making More Money in Storekeeping*. Pp. xix, 364. Price, \$3.00. New York: The Ronald Press Company, 1917.

This book lives up to the implication in its title: to help the storekeeper make more money. It is not a text on retail merchandising, but rather a series of inspirational editorials on nearly all phases of the business-getting side of modern storekeeping. The work is designed principally for the retail merchant and his employes, and it is especially helpful to the owners and employes of embryonic department stores. While not scientific in method, it is a book that would induce the retail merchant to make a scientific study of his business. It leads him to ask himself important questions about his business. For example: "Who doesn't buy in your store?" "What trade do you want?" "Do your people (meaning employes) believe in your store?" "What unprofitable departments can you kill?" Such questions are the titles of many chapters, the contents of which stimulate the merchant into an active desire for the solution of the problems the questions designate.

Although nearly all of the book is primarily inspirational both in material and in style of expression, there is a great deal of specifically instructive matter, especially in the parts on advertising and on the training of salespeople. In fact, throughout the book the author's long experience as advertising manager for John Wanamaker, New York, is evident in the wealth of concrete matter he presents.

The policies and methods advanced are all in accordance with the best of modern practice in retailing. The material, however, could have been stated more scientifically and in much smaller space, although that treatment would probably have robbed the book of its power to stimulate, which is its prime purpose.

H. McJOHNSTON.

University of Illinois.

STATISTICS

COPELAND, MELVIN T. *Business Statistics*. Pp. xii, 696. Price, \$3.75. Cambridge: Harvard University Press, 1917.

Professor Copeland's volume is undoubtedly a step toward meeting a need which has long existed for some discussion of the application of statistical methods